

Rep Order# 6831507	Ver# 3	Mod# 1	Status Confirmed	Traffic Order#	Printed: 09/05/2012 2:37 PM	1 of 11
EC'd Yes	Last Received: 07/19/2012 3:31 PM					
Showing Buylines: All Lines						

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() DETROIT INTL BRIDGE		814 KING STREET - SUITE 200	Sales Office	() PHILADELPHIA
Product	order		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	C29N06	Agency C/P1/P2/E	DIBC/ORDR/C29N06		
Buyer	Sarah Linden	Flight Dates	10/29/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 2.0	1	TU	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/30-10/30	1	1	1	\$225.00	
	2	W	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/31-10/31	1	1	1	\$225.00	
	3	TH	10A-11A	TODAY SHW3-NBC	:30	\$225.00	11/01-11/01	1	1	1	\$225.00	
	4	F	10A-11A	TODAY SHW3-NBC	:30	\$225.00	11/02-11/02	1	1	1	\$225.00	
	5	M	10A-11A	TODAY SHW3-NBC	:30	\$225.00	11/05-11/05	1	1	1	\$225.00	
Rating: 2.0	6	TU	10A-11A	TODAY SHW3-NBC	:30	\$225.00	11/06-11/06	1	1	1	\$225.00	
Rating: 4.6	7	M	12P-1P	NEWS	:30	\$450.00	10/29-10/29	2	1	2	\$900.00	
	8	TU	12P-1P	NEWS	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
	9	W	12P-1P	NEWS	:30	\$450.00	10/31-10/31	2	1	2	\$900.00	
	10	TH	12P-1P	NEWS	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	

Rep Order#	6831507	Ver#	3	Mod#	1	Status	Confirmed
EC'd	Yes						

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814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/C29N06
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
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	55	SU	7A-8A	NWS8 DAYBK SUN	:30	\$475.00	11/04-11/04	1	1	1	\$475.00	
Rating: 4.4												
	56	SU	8A-9A	TODAY	:30	\$650.00	11/04-11/04	2	1	2	\$1,300.00	
Rating: 6.6												
	57	M	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
Rating: 6.4												
	58	TU	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
Rating: 6.4												
	59	W	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
Rating: 6.4												
	60	TH	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
Rating: 6.4												
	61	F	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
Rating: 6.4												
	62	M	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
Rating: 6.4												
	63	M	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/29-10/29	1	1	1	\$800.00	
Rating: 7.0												
	64	TU	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
Rating: 7.0												
	65	W	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/31-10/31	1	1	1	\$800.00	
Rating: 7.0												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	98	TH	730P-8P	ACCESS HOLLYWD	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
Rating: 2.3												
	99	F	730P-8P	ACCESS HOLLYWD	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
Rating: 2.3												
	100	M	730P-8P	ACCESS HOLLYWD	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
Rating: 2.3												
	101	F	10P-11P	DATELINE	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
Rating: 2.4												
	102	SA	8P-11P	DATELINE	:30	\$250.00	11/03-11/03	1	1	1	\$250.00	
Rating: 1.9												
	103	SU	7P-8P	DATELINE	:30	\$700.00	11/04-11/04	0	0	0	\$0.00	
Rating: 11.7												
Buyline Comment: SEE MG ON LINE 105												
	104	SU	8P-9P	HARRY S LAW	:30	\$1,000.00	11/04-11/04	0	0	0	\$0.00	
Rating: 12.2												
Buyline Comment: SEE MG ON LINE 106												
	105	SU	7P-8P	FB NIGHT IN AMER	:30	\$700.00	11/04-11/04	1	1	1	\$700.00	
Rating: 11.7												
Buyline Comment: MG FOR LINE 103 TO REFLECT PRGM CHANGE												
	106	SU	8P-1130P	SUN NIGHT FOOTBALL	:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00	
Rating: 12.2												
Buyline Comment: MG FOR LINE 104 TO REFLECT PRGM CHANGE												

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Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

Report Totals: 122 / \$53,250.00

---SALES MONTHLY TOTALS---

Nov 12: 122 / \$53,250.00

Sales Totals: 122 / \$53,250.00

Station Totals: 122 / \$53,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$177,500	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books NOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE